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Date:

9/30/05

By:

Patti Hespell

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**In Re: Patent Application of Gregory Flickinger**

Conf. No.: 5795 : Group Art Unit: 2614  
Appln. No.: 09/749,255 : Examiner: Salce, Jason P.  
Filing Date: 27 December 2000 : Att'y. Docket No.: T727-10  
Title: Scheduling and Linking IPG Ads In Conjunction With Programming Ads in a  
Television Environment

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A and PTO/SB/08B be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

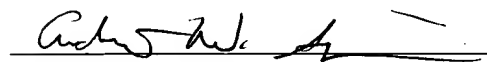
No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. **501535**.

Application No. 09/749,255

☒ The Commissioner is hereby authorized to charge Deposit Account No. 501535 as noted below. A duplicate copy is enclosed:

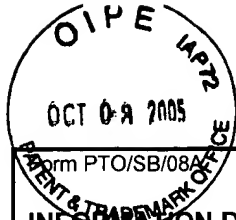
☒ Any deficiencies or overpayments in the above-calculated fee.

Respectfully submitted,

  
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Date: 9/30/05

**Customer Number: 27832**



# **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 4

## **Complete if Known**

Application Number 09/749,255  
Filing Date 27 December 2000  
First Named Inventor Flickinger, Gregory  
Group Art Unit 2614  
Examiner Name Salce, Jason P.  
Attorney Docket Number T727-10

## **U.S. PATENT DOCUMENTS**

Exr Initials	U.S. Patent Document		Name of First Inventor of Cited Document	Date of Publication of Cited Document MM-YYYY
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Exr Initials	Foreign Patent Document			Name of Applicant of Cited Document	Date of Publication of Cited Document MM-YYYY	T <sub>1</sub>
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	WO	9965237		ISMAIL	12-1999	
	WO	9966719		ZIGMOND	12-1999	

## **OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS**

Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.	T <sub>1</sub>
	AdLink Engineering, Ad Insertion Wiring Diagrams, 1999, 17 pgs.	
	NCTA Technical Papers "Compressed Digital Commercial Insertion: New Technology Architectures for the Cable Advertising Business", 1992, 8 pgs	

Examiner  
Signature

09/29/2005

Date

Considered

T<sub>1</sub> - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

Form PTO/SB/08A				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				<b>Application Number</b>	
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				27 December 2000	
				<b>First Named Inventor</b>	
		Flickinger, Gregory			
<b>Group Art Unit</b>				2614	
<b>Examiner Name</b>				Salce, Jason P.	
<b>Sheet</b>	2	<b>of</b>	4	<b>Attorney Docket Number</b>	
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<b>Examiner Signature</b>		<b>Date Considered</b>	
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		<b>First Named Inventor</b>	Flickinger, Gregory		
		<b>Group Art Unit</b>	2614		
		<b>Examiner Name</b>	Salce, Jason P.		
<b>Sheet</b>	3	<b>of</b>	4	<b>Attorney Docket Number</b>	T727-10

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<b>Examiner Signature</b>		<b>Date Considered</b>	
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